Following the Trends: 2020

Comtech / DCL

Presenters

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President, Data Conversion Laboratory
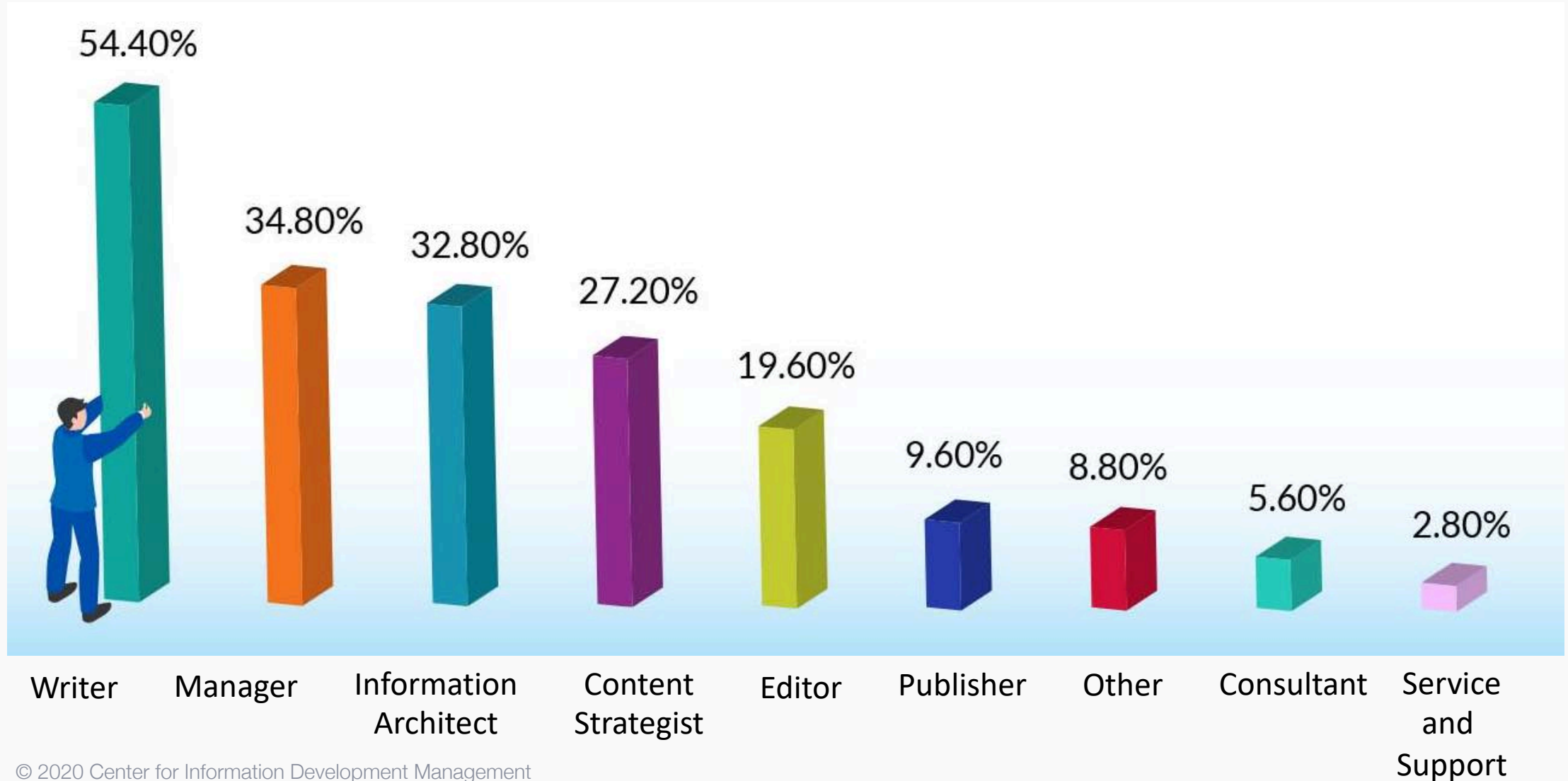

Dawn Stevens
President, Comtech Services | Director, CIDM

Poll Questions

- Writer: 54.40%
- Manager: 34.80%
- Information Architect: 32.80%
- Content Strategist: 27.20%
- Editor: 19.60%
- Publisher: 9.60%
- Other: 8.80%
- Consultant: 5.60%
- Service and Support: 2.80%

Technology

60.40%

Industry	Life Sciences	Professional	Other	Publishing	Government/ Defense	Institutions
14.40%	8.80%	5.60%	5.20%	5.20%	1.60%	0.80%

Represented Industries

Types of Content Created

User Docs	Release Notes	Embedded Help	API	Videos	UI/UX	KM	Service	Training	Policy	Marketing	Other	Social Media	Chatbots	AR
89.4%	61.4%	47.2%	41.5%	37.0%	31.7%	29.7%	28.9%	27.6%	23.4%	14.6%	10.6%	7.3%	6.1%	3.7%

Authoring Tools | Overall

Tool	Percentage
XML Editor	70%
MS Word	52%
MS PowerPoint	27%
Video	23%
Markdown	21%
Frame Maker (unstructured)	21%
Indesign	19%
Wiki	17%
Other	16%
HTML Editor	15%
Frame Maker (structured)	12%
Madcap Flare	11%
RoboHelp	9%
Author-IT	6%

0% 10% 20% 30% 40% 50% 60% 70% 80%

Authoring Tools | Overall Trend

2020 2019 2018 2017

XML Editor
MS Word
Video
Markdown
Frame Maker (unstructured)
Frame Maker (structured)
Madcap Flare
RoboHelp

Authoring Tools | Primary

42.90%	■ XML Author
10.58%	■ MS Word
6.69%	■ Other
5.85%	■ FrameMaker (unstructured)
5.57%	■ MS Powerpoint
5.01%	■ Video
4.18%	■ FrameMaker (structured)
4.18%	■ Madcap Flare
3.62%	■ Wiki
3.62%	■ Markdown
2.23%	■ Indesign
2.23%	■ HTML Editor
1.67%	■ RoboHelp
1.67%	■ Author-IT

Pie chart labels: 42.90%, 10.58%, 6.69%, 5.85%, 5.57%, 5.01%, 4.18%, 4.18%, 3.62%, 3.62%, 2.23%, 2.23%, 1.67%, 1.67%

XML editor, within or outside of a CCMS (for DITA, DocBook, or other)

Primary 87.50% — 87.50%
Secondary 8.52% — 8.52%
Tertiary 3.98% — 3.98%

XML

1.41%
7.04%
11.27%
39.44%
14.08%
26.76%

Legend: 0% | 1-25% | 26-50% | 51-75% | 76-90% | 91-100%

Content Management

44.40% — In a component content management system

36.51% — In a source control system (such as SVN or GIT)

25.31% — On a file server
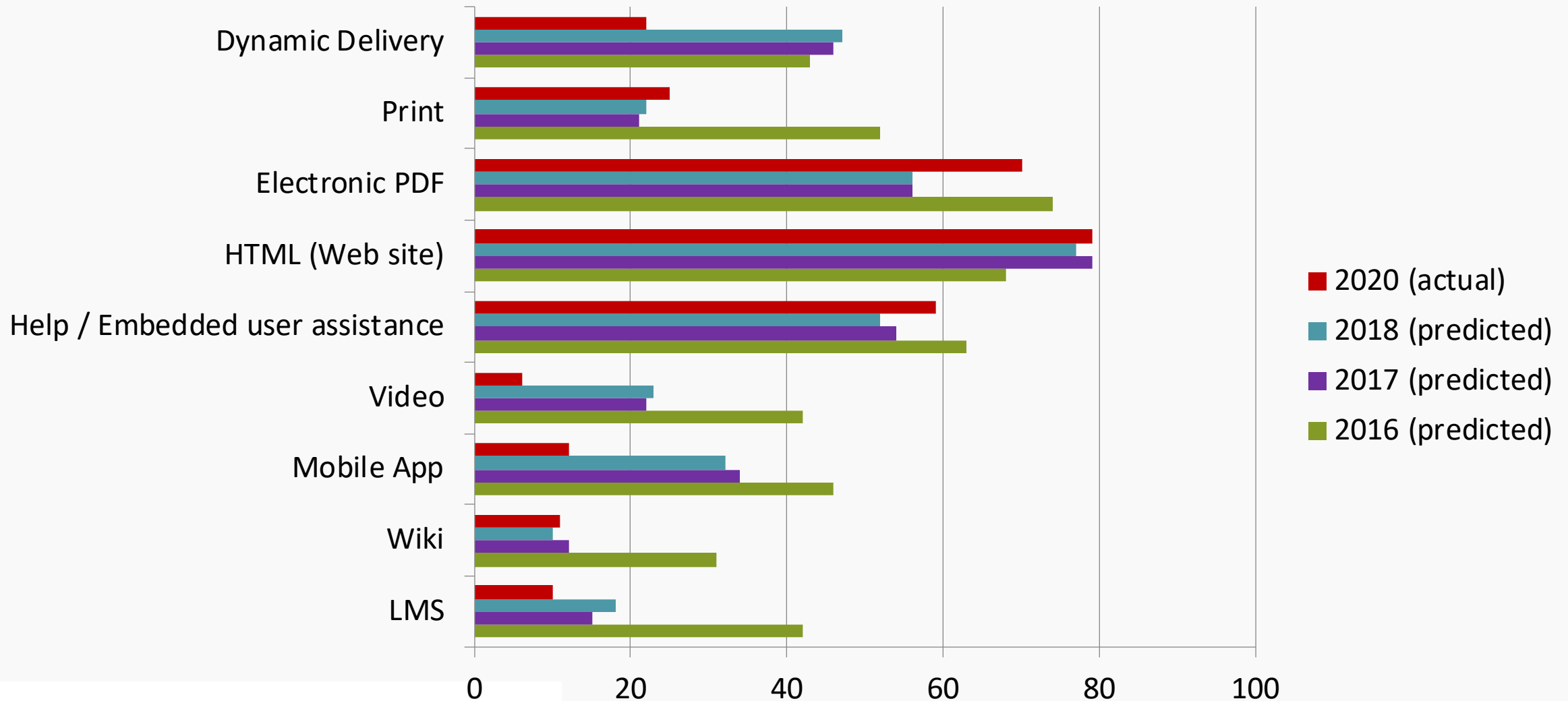
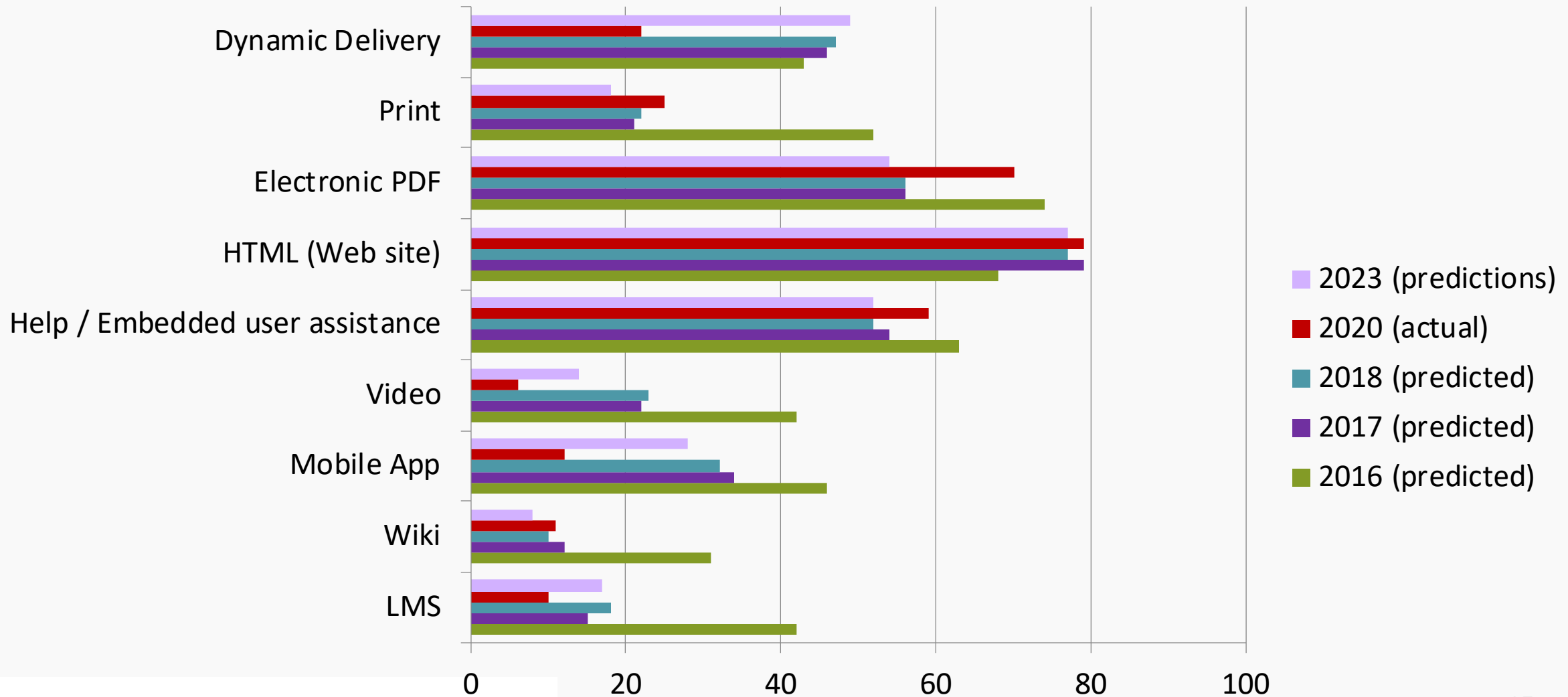19.50% — In a content management system

11.62% — Other

Content Management | Trend

Publishing Format | 2020 Actual vs Predictions

Publishing Format | Future

Publishing Format | Trend

Mobile Strategy

Approach

55%	Use responsive design
35%	Content not designed for mobile
6%	Use a mobile-specific website
4%	Use mobile apps

Amount of content published compared to website

82%	Same
16%	Less
2%	More

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Social media strategy

70.37% — We do not use social media

16.87% — To announce new content releases

15.64% — To direct users to content

13.17% — To provide a feedback channel for our users

10.70% — To gather information about our users

8.23% — To provide content

4.53% — Other

Discussion forums
19.83%

Other
17.72%

Blogs
11.39%

LinkedIn
10.13%

Twitter
8.86%

YouTube
8.02%

Facebook
5.91%

Social Media Platforms

User-Generated Content

65.82%
No, customers cannot contribute content

16.03%
Yes, but only by adding comments to existing content

8.86%
Other

6.75%
Yes, but only after the content has been curated by company experts

2.53%
Yes, by contributing their own content to the website or portal

Implementation Strategies

Customer Demands

Customer Demands | Trend

Legend: ■ 2017 ■ 2018 ■ 2019 ■ 2020

Categories: Mobile Device, Customize, PDF, Topic-Based

Business Requirements

55.83% ▢	Keep up with information development trends
53.75% ▢	Customer demands and expectations
42.92% ▢	Do more with less
17.08% ▢	High customer support costs
16.67% ▢	Other
16.25% ▢	Competitors provide better information
13.33% ▢	None; we aren't moving

55.83%   53.75%   42.92%   17.08%   16.67%   16.25%   13.33%

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Shortcomings

63.48%
Our search capability needs improvement

49.57%
We have so much content that customers cannot find the correct information to help them be successful

39.13%
Our current content does not fully support customers' needs

34.35%
Customers are unable to assemble topics and produce their own PDFs

29.13%
Our current content is not well structured

17.83%
We only deliver PDFs and our customers want different formats

16.52%
Other

13.91%
We only develop text and our customers are asking for videos and/or animations

11.74%
Customers find better information on the web than we provide in our content

63.48% 49.57% 39.13% 34.35% 29.13% 17.83% 16.52% 13.91% 11.74%

Content strategy

45.61% ■ Improve mobile device support

40.35% ■ Provide dynamic delivery system

37.72% ■ Change authoring environment

27.19% ■ Restructure content to be topic-based

26.32% ■ Involve users in content creation

21.49% ■ Other

17.11% ■ Increase social media presence

14.47% ■ Eliminate PDFs

11.84% ■ Eliminate printing

45.61%
40.35%
37.72%
27.19%
26.32%
21.49%
17.11%
14.47%
11.84%

Content Strategies | Trend

Legend: 2017, 2018, 2019, 2020

Categories: Mobile Device, Dynamic Delivery, Authoring Env Change, Topic-Based, Involve Users

48.97%

No

37.04%

Yes

13.99%

Don't really know

Are you ready?

Barriers

Insufficient staff time		68.97%
Insufficient budget		53.79%
Content not designed or written appropriately		45.52%
Resistance to change		40.69%
Lack of executive support		33.79%
Lack of knowledge		33.79%
Lack of vision and strategy		31.72%
Insufficient IT infrastructure		31.03%
Inadequate tools		30.34%
Incompatibility with other departments		25.52%
Unaware of user demands		21.38%
Other		13.10%

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Needs

64.60%	Time	
46.02%	Additional resources	
45.13%	Funding	
40.27%	Training	
37.17%	Executive buy-in	
32.30%	A compelling story to gain senior management support and funding	
31.86%	Better publishing or content management tools	
29.20%	Change management plan	
23.89%	Support from our corporate technology experts	
23.45%	Convincing our staff that change is necessary	
20.80%	Supporting analytics	
20.35%	Help in selecting the right technology	
19.91%	Outside expertise or consulting	
6.64%	Other	

Conversion Strategies

55.11%	■ (teal)	Convert legacy content in-house
43.75%	■ (purple)	Rewrite content for new mechanisms
42.05%	■ (blue)	Get training for our in-house team
18.18%	■ (red)	Automate legacy data conversion
14.20%	■ (green)	Other
14.20%	■ (teal)	Outsource the development of new delivery mechanisms
7.95%	■ (orange)	Outsource legacy data conversion

Bar chart values: 55.11%, 43.75%, 42.05%, 18.18%, 14.20%, 14.20%, 7.95%

Conversion Challenges

61.29%   Content is not well-structured

58.71%   Insufficient staff

37.42%   Lack of budget

29.68%   Lack of knowledge
          of conversion process

13.55%   Negative experiences with
          automated conversions in the past

11.61%   Other

61.29% 58.71% 37.42% 29.68% 13.55% 11.61%

We are ready to help

DCL Data Conversion Laboratory Inc.

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COMTech information design • content management

Since 1981, a global leader in helping organizations structure data and content for modern technologies and platforms.

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Questions

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